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A Synopsis for

Ph.D. Registration On

An In-depth Analysis of Corporate Social Responsibility in Public Sector: A Case Study of Bokaro Steel Limited, Bokaro

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INTRODUCTION

The term Corporate Social Responsibility (CSR) is not a new term. It was officially chased in 1953 by American Economist Howard Bowen in his publication “Social Responsibilities of the Businessman”.

Ever- changing atmosphere is impact on social values, business ethics, values and principles, societies and so on. The survival of business or corporate sector has depended upon the survival of mortal being. It's necessary to produce balance in society as one person be richest and other person come a poor and remove these obstacles from the society, the government stationed so numerous programs and rules and regulations in favour of workers and society- such as Environment Pollution Act, Minimum Wages Act, Bonus Act, Factory Act etc.

Still, when Corporate sector grown up its impact on environment and increase Air pollution, water pollution, soil pollution, noise pollution, light pollution etc. It’s dangerous for the whole society. It's social responsibility of business or Corporate sector to have responsibility towards society and to take care of the geographical area and develop the society by making numerous programs for annihilate extreme poverty and hunger, achieve universal primary education, promote gender equivalency and empower women, reduce child- labour, ameliorate motherly health, combat HIV, AIDS, malaria and fatal conditions, insure environmental sustainability, develop global cooperation.

Corporate social responsibility is a business model by which companies make a combined trouble to operate in ways that enhance rather than degrade society and the geographical area. CSR can help ameliorate colourful aspects of society as well as promote a positive brand image for companies. As concern about society, the Indian Government made correction in companies Act 2013 and fitted new section 135 Corporate Social Responsibility. CSR was introduced as a statutory obligation for companies under section 135 of the Companies Amendment Act 2013 and apply on 1st April 2014; India is the first country to fairly dictate it.

Companies having a net worth of INR 500 crores or more, or turnover of INR 1000 crores or more, or a net profit of INR 5 crores or more, are needed to spend at least 2% of the Average Net profits of the Company made during the three immediately preceding financial years or where the company has not completed the period of three

financial year since its incorporation, during such immediately preceding financial years. When the company fails to comply with vitals of CSR spending also Company has to pay fine of minimal INR 50000 subject to outside of INR 2500000 and every officer who's in dereliction has to get imprisonment for 3 years or to pay fine minimal INR 50000 subject to outside of INR 500000 or with both.

Key elements of successful corporate social responsibility are:-

1. **Transparency** : Companies should make clear their motives of social responsibility, and should not hide their business practices.
2. **Measurements** : The impact of CSR should be assessed by measuring key indicators over time, such as listening to stakeholders and customers opinions.
3. **Accountability** : If a company engaged in CSR, businesses should be accountable to their employees, stakeholders and customers.

Definition of CSR:-

Corporate social responsibility (CSR) has been referred as a number of other terms , like “corporate sustainability”, “ responsible business”, “Social impact”, “sustainable business”, “corporate conscience”, “corporate citizenship” etc.

Corporate social responsibility (CSR) was defined by Carroll as a pyramid of responsibilities, namely, economic, legal, ethical and philanthropic responsibilities.[1]

1. **Economic responsibilities**:- The first level of the pyramid is economic responsibilities, and it means that the first priority should be creating profit through economic growth. A business cannot run otherwise.
2. **Legal responsibilities**:- The second level of the pyramid is legal responsibilities, and it means that to follow all laws, regulations and compliances as they apply to the business operations. An organisation must adhere to the rules laid out by society if it wishes to serve as a business

[1] **Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. Business Horizons, 34, p. 39-48.**

Source:- Carroll's pyramid of corporate social responsibility

3. **Ethical responsibilities:-** The third level of the pyramid is ethical responsibilities, and it means that a company should determine ethical responsibilities, such as making moral decisions that impact employees, customers, the supply chain and the environment.
4. **Philanthropic responsibilities**:- The fourth level of the pyramid is responsible for contribution towards the quality of life for society. To be a good corporate citizen, a company should take part in initiatives like volunteering or fundraising to give back to society.

According to Sheehy CSR was defined as "International private business self-regulation". Sheehy used the words "Sacrificing profits" as economic definition of CSR.[2]

The World Business Council for Sustainable Development (WBCSD) defines CSR as "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large."[3]

Some important issues and challenges of CSR:-[4]

1. A decrease in the role of the government.
2. Lack of specialised skills in CSR.

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[2] **Sheehy, Benedict (2015-10-01). "Defining CSR: Problems and Solutions". *Journal of Business Ethics*. 131 (3): 625–648. doi:10.1007/s10551-014-2281-x. ISSN 0167-4544. S2CID 144904171.**

[3] **https://content.next.westlaw.com/practical law corporate social responsibilities**

[4] **https://blog.ipleaders.in/articles importance, issues and challenges of corporate social responsibility: an insight.**

3. Relationships with share holders and suppliers.
4. Lack of sufficient funding, infrastructure and local capabilities.
5. Lack of participation from local communities.
6. Inadequate CSR guidelines.
7. Lack of proper consensus.
8. Non-transparent nature.

The present research work is based on the study of CSR initiative taken for the attracting new talents and promoting employee skills and this research is also studying an in depth analysis of CSR in Bokaro Steel Limited (BSL), Bokaro.

LITERATURE REVIEW

This research has been carried out through various Text books, Journals, Newspaper, Articles and Websites.

Vishwakarma, Vijay (2019):[5]

In his paper stated that Corporate Social Responsibility (CSR) is not a new term. Previously only few companies use to do something for the betterment of the society. The aim of this paper is to understand the significance of CSR for the economic development of the society. As they feel all the stakeholders is the integral part of any business association. If they are served in a better way, surely it will help the association to sustain.

Tiwari, Bindu and Kumar, Dr. Naveen(2018),[6]

Conducted a study based on secondary data. In their paper stated that how digitization helps to initiate and promote CSR activities. The article also focuses on how CSR helps in the marketing of various goods and services. The paper has tried to find out

[5] **Vishwakarma, Vijay. (2019). Corporate Social Responsibility (A Literature Review). Shanlax International Journal of Management. 7. 36-42. 10.34293/management.v7i1.554.**

[6] **Bindu Tiwari and Naveen Kumar, "Corporate Social Responsibility Performance about Digitalization of Marketing in India". International Journal of Emerging Research in Management & Technology, vol. 7. No. 4, 2018, pp. 25-29.**

the ways related to sustainability and publicity by maintaining Goodwill of the organization. Digitization has made it easier to initiate and promote CSR activities.

Baluja, Garima (2017),[7]

In their paper stated that banks including public, private and foreign banks have started taking various social initiatives in the area of social welfare and development, but still there is a huge gap in this area. Banks are substantially engaged in CSR activities in the area of sustainable development, Rural Development, Education, Community Welfare, Women and Children. However, public sector banks are more engaged in CSR activities as compared to private and foreign banks.

Sharma and Mani (2013),[8]

In their paper stated that the different CSR activities carried out by 30 banks including public, private and foreign banks with the use of annual report of banks. Research is based on secondary data. Some of the activities which they analysed were rural branch expansion, priority sector lending, environment protection, community welfare, women welfare, farmer's welfare, financial literacy, education, etc. They concluded that the company's performance is not only judged based on its financial parameters but also on CSR activities initiated by them. Though Indian Banks are currently continuing with CSR initiatives still there is a need of putting more emphasis on Corporate Social Responsibility. Public sector banks contribute more towards CSR as compared to Private sector banks. RBI needs to be more stringent while enforcing regulatory requirements on these banks.

Dr. Sudeshna Saha and Sneha Banerjee (2023),[9]

In their paper stated that the various measures taken by Durgapur Steel Plant (DSP) to improve the education system and how CSR activities that have helped to improve in this field. They have also described the DSP's significant contribution towards

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[7] **Baluja, Garima (2017), "CSR Practices by Banks: A Comparative Study" International Journal of Engineering Technology, Management and Applied Sciences. Volume 5, Issue 4, ISSN 2349-4476 353.**

[8] Sharma, E., & Mani, M. (2013). Corporate social responsibility: An analysis of Indian commercial banks. AIMA journal of management and research, 7(4), 56-62.

[9] **Dr. Sudeshna Saha and Sneha Banerjee (2003) "A study on Corporate Social Responsibility Initiatives of Durgapur Steel Plant with special reference to educational Aspect. An exploratory Understanding ", International Journal of Multidisciplinary Innovative Research, ISSN : 2583-0228 Volume 3 , Number 3 (July 2023) , PP.40-50.**

spreading literacy among the 'girl child' belonging to Below Poverty Line (BPL), run by D.S.P. Mahila Samaj.

Jaspreet Singh, D.S. Ubha, J.S. Dhillon (2014),[10]

In their paper stated that the performance of Tata Steel in the field of CSR activities from 2009 to 2013 towards rural areas. Also they have analyzed the CSR activities performed by Tata Steel Rural Development Society (TSRDS), the Tribal Cultural Society (TCS) and the Tata Steel Family Initiative Foundation (TSFIF) for the same period. They concluded that CSR is an important activity to businesses nationally and internationally and it is a form of corporate self-regulation integrated into a business model. Different Tata Companies have been actively involved in various social work since their existence.

RESEARCH GAP

From the above review of literature, despite the growing body of literature on CSR, there exists a notable research gap in the study of CSR issues and challenges, which include lack of standardized metrics and lack of collaborative partnerships. There is no universally accepted set of metrics for measuring social impact, so it is difficult for companies to compare their impact with others and also there is a lack of collaborative partnerships between the government, private and civil society sectors.
This research gap presents an opportunity to conduct in-depth studies and this study aims to bring this gap by providing a holistic analysis.

PUBLIC SECTOR IN INDIA Vis-A-Vis CSR

In the economic development of the country, the public sector in India plays a important role, providing essential services, employment and infrastructure. It generates capital through the creation and expansion of infrastructure and also contributes to the country's GDP. Other roles of the public sector include income generation, forming a strong industrial base and promoting exports.

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[10] **Jaspreet Singh ; Dharminder Singh Ubha, Jaskaran Singh Dhillon (2014) "Corporate Social Responsibility in Family Business – A case study of Tata Steel", Asian Journal of Multidisciplinary Studies, ISSN : 2321-8819 Vol.2, Issue 8, August**

BOKARO STEEL PLANT AT A GLANCE

As the fourth Integrated Steel Plant in the public sector, established in 1964 with the help of Russia. The plant was originally intended to have a capacity of 4 million tons per annum (mtpa) of ingot steel. Bokaro Steel Plant was originally incorporated as a limited company on 29th January 1964. With the formation of Steel Authority of India Limited (SAIL) on 24th January 1973, it becomes a wholly owned subsidiary of Steel Authority of India Limited. On 1st May 1978, BSL become a constituent unit of SAIL.

AIMS AND OBJECTIVES OF THE STUDY

The aims and objectives of studying CSR in Bokaro Steel Limited would typically include:-

1. The aims and objectives of studying CSR are to gain awareness and knowledge of SAIL Bokaro's CSR initiatives and their impact on the society and the environment.
2. To understand the present scenario of CSR in BSL.
3. To study the issues and challenges for CSR in BSL.
4. To studies the various programmes run by CSR Department in Bokaro and peripheral villages.

These aims and objects inclusively guide the research towards the study of CSR in Bokaro Steel Limited (BSL), with the goal of contributing valuable insights and recommendations for both academia and industry practitioners.

SIGNIFICANCE OF THE STUDY

The study of CSR (Corporate Social Responsibility) in Bokaro Steel Limited holds significant importance, these are as follows :

1. Motivates transparency by shedding light on SAIL Bokaro's CSR practices, promoting accountability in corporate behaviour.
2. Serves as a standard for other companies in the steel industry, encouraging the relinquishment of best practices and responsible business conduct.
3. A positive image of CSR can enhance the reputation of SAIL Bokaro, attractive customers, investors, and talented workers who value socially responsible businesses.

4. CSR builds investor confidence and a good reputation for company by demonstrating a commitment to ethical business practices, sustainability and long term value creation.
5. Contributes precious prospectivity to academic research, enhancing the understanding of CSR challenges in the steel industry and furnishing a base for future studies.

In summary the study of CSR in Bokaro Steel Limited is wide reaching counteraccusations, fostering responsible commercial geste, sustainable development and positive contributions to the well being of various stakeholders.

AREA OF RESEARCH

The present research is related to the study of CSR policy of the Companies Act 2013 of schedule VII as stated the contribution of profit would be utilised to promote social activities and give a new path to citizen of our country.

Under the research title the researcher is studying the policy of CSR and also studying issues and challenges faced in implementing CSR in India. The present research is also studies CSR practices of Bokaro Steel Limited(BSL) and role of Bokaro Steel Plant in development of India. Bokaro Steel Plant has been consistently recognised for excellence in CSR programme.

The following area of research work on which the corporate can contribute the CSR for welfare of society-

- Eradicating hunger, poverty and malnutrition,
- Health and sanitation
- Promoting education
- Promoting gender equality
- Protection of National heritage
- Rural development projects
- Slum area development
- Disaster management
- Art and culture
- Environmental sustainability
- Sports.

HYPOTHESIS OF THE STUDY

Hypothesis can be made that:

Ho_1- CSR in Bokaro Steel Limited (BSL) has no impact on development of surrounding of BSL Bokaro .

H_{11}- CSR in BSL has favourable impact on development of surrounding of BSL Bokaro.

Ho_2- CSR activity in BSL is negatively accountable to their employees, stakeholders and customers.

H_{12}- CSR activity in BSL is favourably accountable to their employees, stakeholders and customers.

Ho_3- Various programmes run by BSL and CSR activities have no impact among the beneficiary's surroundings.

H_{13}- Various programmes run by BSL and CSR activities have positive impact among the beneficiary's surroundings.

RESEARCH METHODOLOGY

The research methodology for studying CSR in Bokaro Steel Limited (BSL) involves mixed approach including qualitative and quantitative methods.

These are as follows:

1. At first, the researcher will review existing literature on CSR, steel industry practices specifically CSR initiatives of BSL and identify areas needing further exploration and also identify gaps in knowledge.

2. Thereafter, researcher will define the research objectives and study the aspects of CSR of BSL.

3. Thereafter researcher will collect data including both qualitative data and quantitative data.

Quantitative Data:

For quantitative data researcher will use financial reports, CSR disclosures, and performance metrics from BSL and analyse numerical data related to CSR expenditures and their impact on community and environmental sustainability.

Qualitative Data:

For qualitative data researcher will conduct interviews with BSL workers, BSL executives and local community to gather insights and opinions.

Sources of Data Collection:

Primary Sources : Primary Data is information that is first gathered from first hand accounts or other sources, usually for research. Among various sources following will be used :

1. Interview-cum-Discussion Method.
2. Questionnaire Method.

Secondary Sources : For comprehensive understanding, following secondary sources will be used :

1. Published reports
2. Case studies
3. Literature Review
4. Outline Sources

Sampling Method:

- Define the population: Peoples residing in the surrounding areas within 20 km from the organisation are taken as the population. These peoples were in the age group of 18-30 years, 30-50 years and 50 years and above.
- Method of selecting sampling unit: Simple random sampling technique is used for the survey. Random sampling is a process of selecting randomly from the population to have a representative sample.
- Sample size: Total number of people surveyed is 330 of which 300 are resident in the surrounding areas and 30 are managers of the SAIL Bokaro branch.

4. Then, researcher will analyse a detailed case study on SAIL Bokaro and examine its CSR initiatives, practices and challenges.

5. Then, researcher will compare SAIL Bokaro's CSR practices with industry standards.

6. Thereafter, researcher will identify strengths, weaknesses, opportunities, and threats related to SAIL Bokaro's CSR efforts.

7. Thereafter, researcher will analyse quantitative data use statistical methods to draw meaningful conclusions and qualitative data to identify patterns and insights.

   Data analysis tools

   Percentage Analysis

   Correlation Analysis

   Chi-Square Test

   Z-Test

   ANOVA

   As per required
8. After data analysis, researcher will summarise key findings from the analysis and provide recommendations for improvement or enhancement of CSR practices.
9. Lastly, researcher will conclude the overall research and highlights the main insights.

LIMITATION OF THE STUDY

Some limitations may arise in the study of CSR in Bokaro Steel Limited. These are as follows:

1. Financial reports may impact the depth of the analysis but it may be limited access to detailed data on BSL's CSR initiatives.
2. Subjectivity may be found in interpretation of qualitative data and it may be influenced by the Perspectives of respondents, gathered through interviews and surveys.
3. In depth study may be constrained by time limitations.
4. The findings may not be easily generalized to the other industries or locations and may be specific to the context of BSL.
5. It may be possibility of some biasness in the responses of stakeholders, such as employees or community members, impacting the objectivity of the study.
6. CSR challenges and practices are not easy within the steel industry; incomplete understanding of it may limit the accuracy of the analysis.
7. The study may not cover all aspects of CSR issues or challenges relevant to BSL.

8. External factors may affect the relevance of the study's findings over time like changes in government policies, economic conditions, or global events.
9. Lack of resources like budget, manpower or technology may restrict the scope and depth of the research.

TENTATIVE CHAPTERISATION

The presentation of the research study is divided into the following tentative chapters:

Sl. No.	Name of Chapter
1.	Introduction & Literature Review
2.	CSR- A Brief Description and its Regulatory framework
3.	Brief Profile of Bokaro Steel Limited vis-à-vis CSR
4.	Data Collection & Hypothesis Testing
5.	Analysis of Data
6.	Conclusion, findings and suggestions

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